

# NASA Science Mission Directorate Earth Science Division Applied Sciences Program



## WWAO Application Transitioning

*Mark Davidson - Jet Propulsion Laboratory, California Institute of Technology*

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So the investigation is complete, the data has been analyzed . . . a peer reviewed paper authored and published in a respected scientific journal . . . And you think it's "Miller Time" . . .

But there's more . . .

- NASA WWAO has, as part of its mission, a process where completed investigations may be transitioned.
- Once an investigation is completed that has been providing a service to a "customer", WWAO will put the application through a review process to determine if it should be transitioned to:
  - Another Federal Agency
  - State or local agency
  - Other public sector / non-profit activity (to include academia)
  - Private sector / commercial enterprise



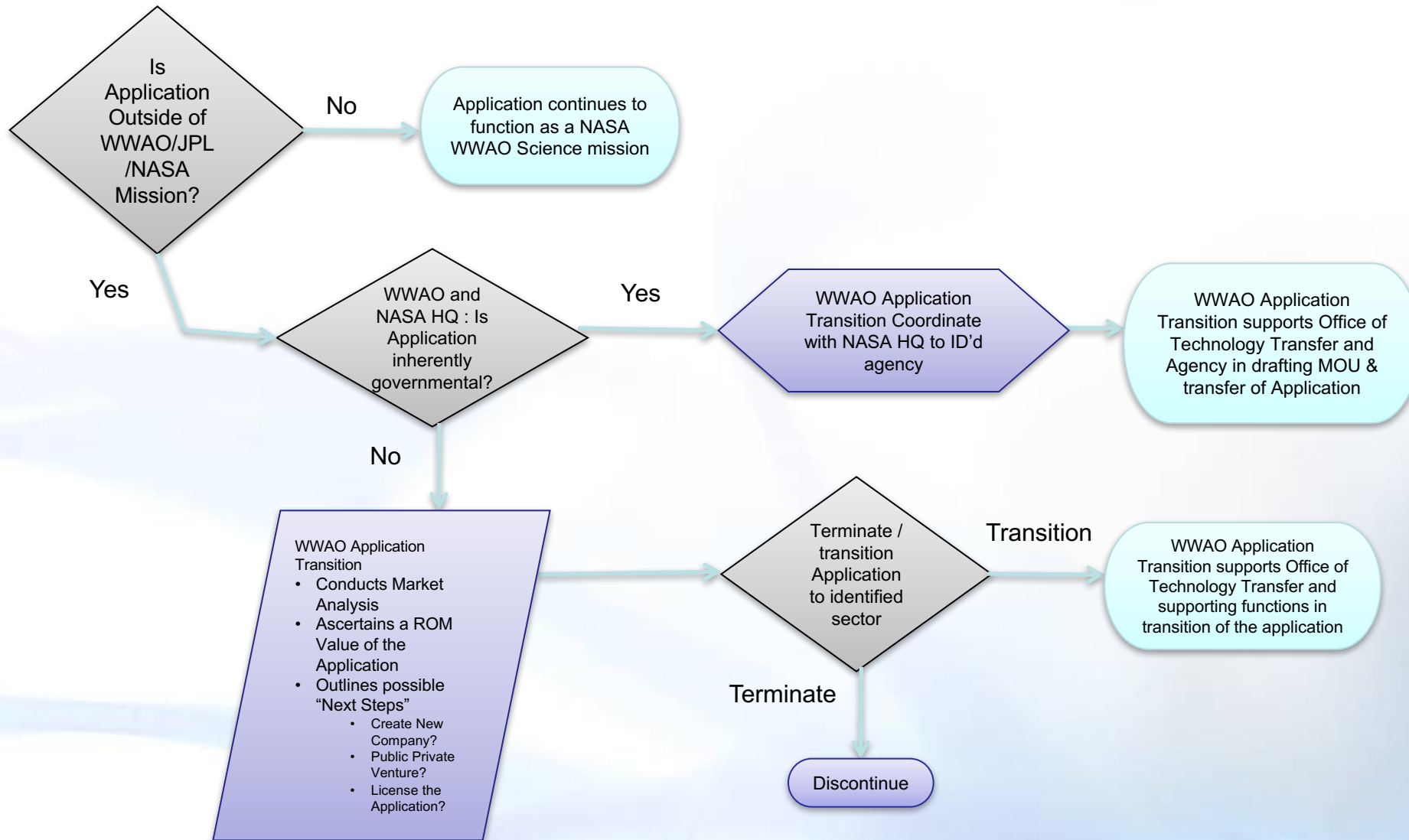
- The WWAO team actually begins thinking about possible transition in the formulation stage
  - Would the recipient of the data / services be willing to carry on the application?
  - Is the recipient capable of sustaining the gathering, analysis and use of the data?
  - Is recapitalization necessary?
    - Remember, the capital assets used in our efforts are custody of the U.S. Government . . .
  - Outside of the recipient, is there a larger audience that could make use of the service(s) provided by the application?
  - Where could the application “fit” in the future?
    - Commercial sector
    - Academia
    - Government
  - How do we move the application forward?
    - By working closely with the PI and the sponsoring NASA Center

- WWOA Transition team works to assist application PI's and their sponsoring centers to consider (early on) if the application might be moved on completion of the investigation
- We can provide:
  - Market studies
  - Business case analysis
  - Coordination between WWAO, PI and Center NSTA offices
  - Considerations for
    - Partnerships
    - Licensing
    - New Co
    - Transfer to Federal/State/Local agency
- Contacts
  - Mark Davidson [mark.h.davidson@jpl.nasa.gov](mailto:mark.h.davidson@jpl.nasa.gov) 818 354 1246
  - Indrani Graczyk [indrani.gracyk@jpl.nasa.gov](mailto:indrani.gracyk@jpl.nasa.gov) 818 354 2241



# Back Up

# WWAO Transition Process



## Airborne Snow Observatory (ASO) Application

- ASO has matured
  - ASO is now a service provider of Snow Water Equivalent (SWE) and other related water data to:
    - California Department of Water (CA DWR) Resources Snow Survey
    - California Water Cooperators (local district water shed and reservoir managers)
    - Municipal water agencies
  - ASO's coverage expansion has grown beyond the advancement of science and may be considered as a service outside of NASA / JPL
- WWAO Transition Team performed a Business Case Review. The review:
  - Studied the market and potential commercial providers
  - Concluded that ASO *might* be a viable commercial activity
  - Recommended that NASA JPL office of NSTA work with WWAO to license ASO to a commercial company
  - WWAO/CA DWR/Licensee form a Public Private venture to continue ASO services in CA and migrate to other western states



- Consider the following outcomes:
  - Create an independent stand alone “New-Co”
  - Offer license arrangement for the application
  - Retain “elements” of the application and form a Public Private Venture
- If the valuation yields a potential “stand alone” enterprise
  - Work with the responsible functions to transition the Application
    - Office of Technology Transfer
    - Office of General Counsel
    - Human Resources
    - Finance
    - Contracts
    - Facilities
    - Information Technology
    - “Organization” identified to implement capability outside of NASA
- Post Outcome
  - Application Transition function monitor and track results